

# MIAMI BEACH

## **Mayor's Blue Ribbon Panel on North Beach**

### **4th Meeting**

**8:00 a.m., Thursday, April 3, 2014**

**Normandy Shore Golf Club**

**2401 Biarritz Drive, Miami Beach**

### **MINUTES**

In attendance:           Chairperson Ricky Arriola  
                                  Member Margueritte Ramos  
                                  Member Daniel Veitia  
                                  Staff Liaison/Economic Development Coordinator, Jeff Oris  
                                  Assistant City Manager, Kathie Brooks  
                                  Director of Tourism, Culture and Economic Development, Max Sklar

Chair Arriola opened the meeting at approximately 8:18 a.m. and welcomed all in attendance and thanked the public for attending. Panel members Ricky Arriola, Margueritte Ramos, and Daniel Veitia introduced themselves for the record. The Chair then immediately proceeded to the business portion of the agenda.

The following motion was made by Member Veitia and seconded by Member Ramos:

#### **Motion to approve the minutes of the March 20, 2014 meeting:**

The Chair called for a voice vote. The item was approved with 3 in favor and 0 opposed.

The Chair continued with an introduction of the update on short term items referred during the meeting as “low hanging fruit”. Max Sklar indicated representatives of the Greater Miami Convention and Visitors Bureau (GMCVB) and Turkel Brands were in attendance to make a presentation on branding and what they may be able to offer the City to assist in a branding effort for North Beach. Mr. Sklar continued the update with information on festivals and events indicating City staff has continued to work on a Request for Proposals (RFP) for programming the Bandshell and that the anticipated \$45,000 for this service was being included in the budget amendments for the City’s April 23<sup>rd</sup> Commission Meeting. Continuing on, he discussed that rather than create a new City grant program for events in North Beach, staff had a discussion with and seems to have been able to encourage the Visitors and Convention Authority (VCA) to amend

their existing grant program to allocate funds for North Beach events. Mr. Sklar indicated he will continue to work with the VCA to create grant guidelines that are appropriate for the needs of North Beach. In harmony with the VCA grant program, staff continues to work on a City policy change to allow for the waiving of fees for events in North Beach. Discussion ensued with the Panel regarding specific events that had been discussed for North Beach and the potential for grants and waivers for these immediately. Discussion moved on to the potential to offer yoga classes on the beach which culminated in an invitation to the Parks and Recreation Department to discuss offerings such as yoga. The Panel continued with a discussion on timing of funding for the projects/programs mentioned previously and whether funding would be immediate or have to wait until the new budget beginning October 1, 2014. Specific mention was made at this point about bringing 4<sup>th</sup> of July fireworks to North Beach. The end determination of the entire discussion was that staff would look into:

- a) Pursuing grants from the VCA immediately and if not at least finding funding on an interim for the PARK 5K run and for a World Cup event.
- b) Parks and Recreation funding yoga, zumba and other outdoor activities in the current budget year and into the future.
- c) Funding to bring the 4<sup>th</sup> of July fireworks to North Beach in 2014-15.

Mr. Sklar continued the update by indicating that the Planning Department has stated that a tent for the bandshell, as long as it was a temporary structure, would not need approval of the Historic Preservation Board. Staff will continue to work on an RFP to fabricate the tent.

Jeff Oris gave an update on painting utility boxes. Mr. Oris indicated that he undertook a survey with Denis Leyva, Arts in Public Places Manager, of boxes in the North Beach area. Mr. Oris presented a timeline for approval of design should supergraphics be utilized for such a project. The Panel discussed and suggested waiting until a branding effort was completed before moving ahead with any changes to utility boxes. Mr. Oris moved to painting and lighting of bridges and asked to delay discussion on this item as the Public Works Director was unable to make the meeting but would be at the next meeting.

Mr. Oris updated the panel on repairs to the Normandy Fountain and indicated that Public Works was quickly working on exploring the issues and hiring appropriate design and construction firms to complete the repairs within the Panel's 90 day challenge. The update was continued with information in kayak launches. Mr. Oris informed the Parks and Recreation had obtained a grant from the Florida Inland Navigation District (FIND) to create a city-wide blueways plan and they are preparing to get that effort going. He further presented a list of locations Parks and Recreation had already identified for launches and stops and a discussion on this update ensued. The discussion expanded to include park rangers and North Shore Open Space Park security.

The Chair then moved to discussion on branding and updated the CVB representatives on the Blue Ribbon Panel and what they are trying to promote in North Beach. The Panel indicated they want to promote the MiMo architecture, beaches, parks and outdoor opportunities in North Beach. Rolando Aedo of the GMCVB then spoke and updated the Panel on what the GMCVB does and the efforts of the bureau for the City as well as informing the GMCVB has recently put some prominence on including North Beach in some of their upcoming marketing efforts. Mr. Aedo indicated the GMCVB is putting a big push on soccer for the World Cup as well as promoting some of the other items of importance to North Beach. Mr. Aedo then introduced Bruce Turkel of Turkel Brands indicating that this firm was under continuous contract to the GMCVB to assist in local branding efforts.

Mr. Turkel presented to the Panel what branding is and why it is important. He indicated that branding is really about changing the public's perception about North Beach since perception is the public's reality. He talked about the opportunities to change these perceptions through the use of highlighting MiMo architecture and other authentic resources of the area. Mr. Turkel further indicated that what was needed was a clear strategy to change perceptions, utilize existing resources, and convey a message about what North Beach is. He suggested that no signage or other changes be made in the area until everyone is on the same page about how to describe North Beach and the brand is decided upon. The Panel then discussed the presentation and the need to schedule a separate strategy/visioning session with the Panel and perhaps 4 or 5 key members of the community.

The Chair moved to the next item on the agenda, budget items that need to go to the Commission on April 23<sup>rd</sup>. Kathie Brooks indicated the following items would be included in the budget amendment for funding appropriations:

- a) The Normandy Fountain
- b) A tent for the Bandshell
- c) Any capital items that would increase security at North Shore Open Space Park
- d) Whatever funding could be available for the PARK 5k race and a World Cup event.

Clarification was also given that funding for Zumba or other outdoor activities would not be a part of the budget amendment but that Parks and Recreation would be asked to find funding in their current budget to undertake these activities. Discussion was had regarding the Chair's report to the Commission that will be presented to the Commission on April 23<sup>rd</sup>.

The Chair moved to the public comment portion of the agenda. Several members of the public commented on the move to get more events in North Beach, the need to promote MiMo walking tours, the need to have funding for marketing outdoor events, increasing the budget for bands at the food truck event. Additional items brought up by the public included a forum on saving neighborhood character to be held at the Normandy Shores Golf Course on April 17<sup>th</sup>, an introduction of PARK project (PARK-performing acts of random kindness) and the purpose of their 5k PARKfest race in North Beach. Further

public input included a concern of the MGCVB's efforts for Miami Beach related to the amount of money they get from the City, and a need to invite representatives of the Beacon Council to the Panel's meetings.

The Panel confirmed CIP and Public Works as a discussion at the next meeting asked to have an item discussing parks and recreation issues added to the agenda and for a representative of the City's Parks and Recreation Department to attend all future meetings.

The Chair thanks the public for attending and adjourned the meeting at 9:45 a.m.

**MINUTES APPROVED – 04/10/14**